



DECEMBER 2025

Operations Report for Union Square Alliance



AMBASSADOR OF THE MONTH



JOHN JONES

John Jones, Overnight Safety Ambassador, has consistently demonstrated outstanding performance both in the field and in his responsibilities. He maintains excellent attendance, leads by example during overnight operations, and is highly reliable in high-pressure situations.

On December 18, John's vigilance and quick response were especially noteworthy when he observed and reported an individual throwing a scooter at the windows of Aritzia and Skechers. His immediate action ensured law enforcement was notified and the situation was safely addressed. While the Aritzia window was damaged, Skechers sustained no damage, preventing further loss.

John's professionalism, situational awareness, and commitment to safety reflect the high standards expected of our team and make him a valuable asset to our operations.

MAKING A DIFFERENCE



MAKING A DIFFERENCE



CLEANING STATISTICS

Consistency Across Core Services

November demonstrated continued stability across all core service categories. Sweep requests held steady at 5,857, nearly identical to October's total. This consistency reflects strong route adherence, reliable field presence, and disciplined follow-through from the Cleaning Team despite increased seasonal debris and visitor activity downtown.

Graffiti Abatement

Graffiti abatement saw a significant increase in November, rising to 541 tags removed, the highest count since August. This uptick reflects both increased tagging activity in the district and the team's heightened responsiveness. Rapid removal times continue to limit visual blight and maintain a welcoming environment for residents and visitors.

Hazardous Waste Clean-Up

Ambassadors completed 856 hazardous waste clean-ups in November, slightly above October's total. This sustained performance highlights the team's attentiveness to public health concerns and effective coordination between Cleaning and Safety Ambassadors to quickly address hazardous conditions.

Overflowing Trashcans and Seasonal Debris Volume

Overflowing trashcans decreased to 202 instances, down from October's spike related to Dreamforce. However, total litter and debris weight remained extremely high at 36,337 pounds, nearly matching last month's record-setting total. The increase is tied to heavy leaf fall, early holiday shopping crowds, and expanded street activation events across the district. The Cleaning Team maintained standards through targeted sweeps, additional mid-shift coverage, and continued pressure washing support.

Category	Jan	Feb	Mar	Apr	May	Jun	Total
Graffiti Abated	385	386	789	935	501	552	3548
Hazardous Waste Clean-Up	353	360	1,147	1432	1086	958	5,336
Scrub Requests	501	125	847	1267	1324	882	4946
Overflowing Trashcans	61	25	119	199	246	219	869
Needle Clean Up	59	47	133	124	176	77	616
Sweep Requests	5045	2759	7132	8846	5933	5900	35615
Litter/Debris/Leaf Weight in Pounds	14625	8875	34,800	46725	43825	25400	174,250

Category	July	Aug	Sep	Oct	Nov	Dec	Total
Graffiti Abated	382	526	498	386	541	601	2934
Hazardous Waste Clean-Up	828	1133	955	844	856	1151	5767
Scrub Requests	678	765	683	691	713	789	4319
Overflowing Trashcans	125	210	167	338	202	312	1354
Needle Clean Up	83	96	99	72	92	103	545
Sweep Requests	5740	6527	6275	5890	5857	6344	36633
Litter/Debris/Leaf Weight in Pounds	21150	32278	33251	36250	36337	37542	196808

QUALITY OF LIFE STATISTICS

**Submitted by the district clean team.*

Due to the addition of our Safety Ambassador Team, many of these stats are zero or significantly lower because the responsibilities have shifted from the cleaning team to the safety team.

Category	Jan	Feb	Mar	Apr	May	Jun	Total
Drunk & Disorderly	18	5	0	0	0	0	23
Illegal vending - Observed	0	0	0	0	0	0	0
Mentally Disturbed	44	42	48	41	20	31	226
Noise Complaints	2	0	0	0	0	0	2
Panhandling - Aggressive	2	1	5	0	2	0	10
Safety Escorts	5	2	1	1	0	3	12
Sit/Lie/Sleep - Comply	81	60	60	58	34	30	323
Sit/Lie/Sleep - Non-Comply	31	47	59	62	42	40	281

Category	Jul	Aug	Sep	Oct	Nov	Dec	Total
Drunk & Disorderly	3	0	0	0	2	10	15
Illegal vending - Observed	0	0	0	1	7	4	12
Mentally Disturbed	32	30	30	28	33	35	188
Noise Complaints	0	0	0	0	1	3	4
Panhandling - Aggressive	2	2	5	6	7	5	27
Safety Escorts	33	1	2	1	4	2	43
Sit/Lie/Sleep - Comply	38	36	32	35	41	33	215
Sit/Lie/Sleep - Non-Comply	37	34	34	38	30	22	195

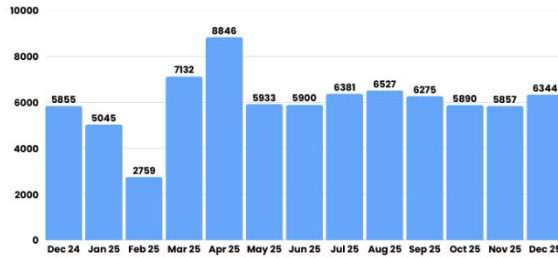
YEAR OVER YEAR COMPARISON

Category	Dec 2025	Dec 2024
Graffiti Abated	601	417
Hazardous Waste Clean-Up	1151	290
Scrub Requests	789	437
Overflowing Trashcans	312	77
Needle Clean Up	103	96
Sweep Requests	6344	5855
Litter/Debris/Leaf Weight in Pounds	37542	23725

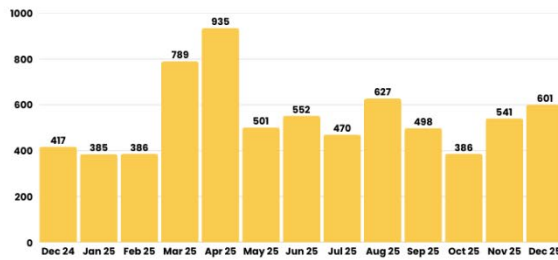
Category	Dec 2025	Dec 2024
Drunk & Disorderly	10	19
Illegal vending - Observed	4	0
Mentally Disturbed	35	56
Noise Complaints	3	4
Panhandling - Aggressive	5	1
Safety Escorts	2	17
Sit/Lie/Sleep - Comply	33	87
Sit/Lie/Sleep - Non-Comply	22	49



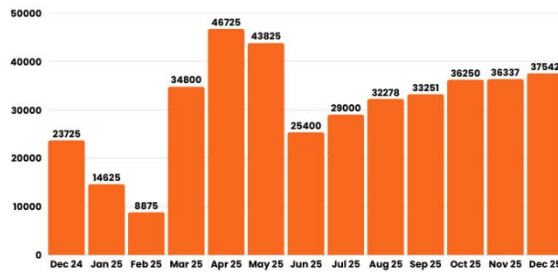
SWEEP REQUESTS



GRAFFITI REMOVAL



WASTE REMOVED (LBS)



STAFFING

Nov 2025	Contracted Hours	Hours Worked
Pressure Washing	1200	944.53
Cleaning	1817	1462.32
Team Lead	514	521.22
Member Services	617	414.1
Hospitality	171	127.97
Total	4319	3470.14

VIDEO REQUEST

Category	Dec	Jan	Feb	Mar	Apr	May	Jun
Footage Requests	28	23	16	18	21	23	13
SFPD Only	22	13	9	14	17	15	5
Number of Camera's per request	6.9	9.8	3.4	9.4	13.16	7.1	5.36

Category	Jul	Aug	Sep	Oct	Nov	Dec
Footage Requests	7	14	11	13	17	7
SFPD Only	6	9	7	9	11	3
Number of Cameras per request	3.3	4.12	3.2	3.5	3.4	5



DECEMBER 2025

Safety Report for Union Square Alliance
RFP 230



UNION SQUARE SAFETY PROGRAM UPDATE DECEMBER 2025



Key December Highlights (compared to November):

- Staffing Increase: Expanded ambassador coverage allowed for more visibility and engagement throughout the district
- Business Contacts: Increased from 119 in November to 389 in December, showing stronger retailer engagement
- Directions Given: Jumped from 134 to 1,122, reflecting higher tourist and shopper activity
- Litter Removal: Increased from 102 to 484, supporting cleaner streets during peak traffic
- Welfare Checks – Comply: Rose from 152 to 544, showing expanded outreach and presence
- Welfare Checks – Non-Comply: Increased from 12 to 78
 - This increase is largely due to onboarding new ambassadors
 - Many unhoused individuals were unfamiliar with the new team and less willing to engage
 - As ambassadors become recognized faces in the district, this number is expected to decrease
- 911 Emergency Calls: Increased from 2 to 14, aligning with higher foot traffic and increased ambassador coverage



SAFETY STATS

Union Square Safety Ambassador Stats	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
911 Emergency Call	6	16	13	11	4	12	22	3	36	8	2	14	147
311 Service	82	51	33	9	12	19	62	99	38	32	66	277	780
Business Contact - Safety Ambassador	0	50	179	164	123	127	64	153	114	174	119	389	1656
Directions Given	275	427	1571	2394	2007	1168	1140	1881	1503	970	134	1122	14592
Litter Removal	0	60	463	252	159	172	210	544	222	302	102	484	2970
Outreach Referral	0	9	145	240	389	122	157	418	237	54	17	87	1875
Legion Security Backup Request	28	35	22	15	5	14	4	9	7	2	0	11	152
Welfare Check - Comply	1126	1557	2034	1387	1007	924	1013	2647	640	350	152	544	13381
Welfare Check - NON Comply	12	87	138	63	69	44	50	59	18	9	12	78	639

STAFFING

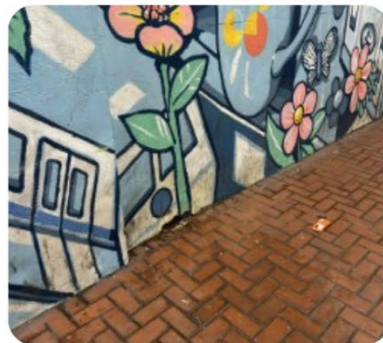
December 2025 Staffing	Contracted Hours	Hours Worked
Safety & Welcome Ambassador	2143	1848
Safety & Welcome Team Lead	354	152
Member Services	318	232
Overnight Supervisor	177	184
Total	2992	2416

*Contracted hours are subject to change based on, on-going negotiations.

DEPLOYMENT SCHEDULE

UNION SQUARE ALLIANCE - RFP 230	WED	THUR	FRI	SAT	SUN	MON	TUE
Team Lead 600AM-2:00PM	1	0	0	1	1	1	1
AM SAFETY: 6:00 AM - 2:00 PM	6	5	5	5	5	3	3
Team Lead 2:00PM -10:40PM	1	1	1	1	1	0	0
PM SAFETY: 2:00PM - 10:40PM	2	3	3	3	3	2	4
OVERNIGHT SAFETY: 10:00 PM - 6:00 AM	2	2	0	0	2	2	2
TOTALS	10	10	8	8	10	7	9

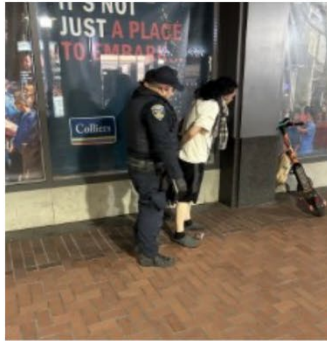
WELFARE CHECK COMPLY



NOTABLE INCIDENTS



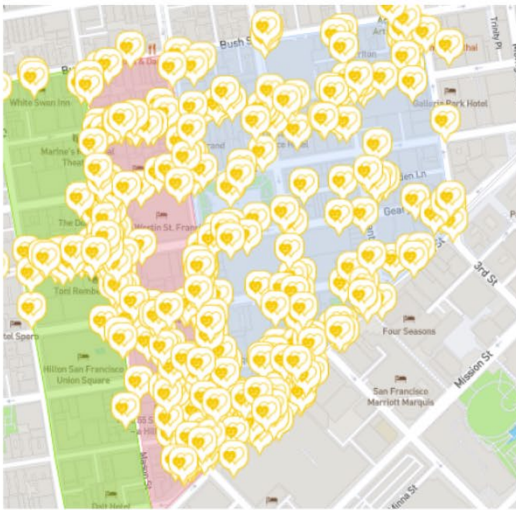
**DECEMBER 18, 2025
BROKEN WINDOW - SUSPECT
APPREHENDED
CASE# 250704951**



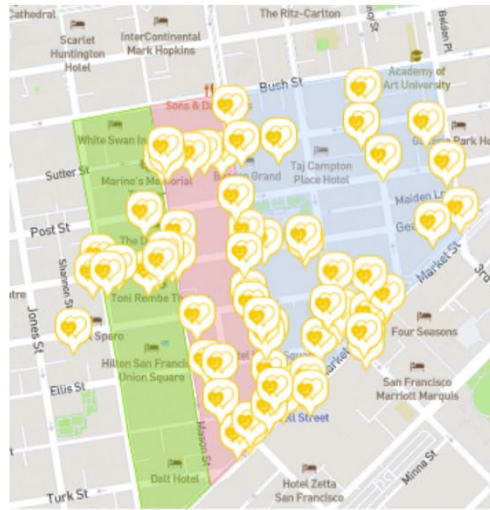
At approximately 4:51 a.m., an individual threw a scooter at the glass window of Aritzia, a clothing store located at 865 Market Street. He Safety Ambassador John Jones contacted SFPD, apprehended the individual, and secured the damaged window by covering it with plastic.

STAT MAPS

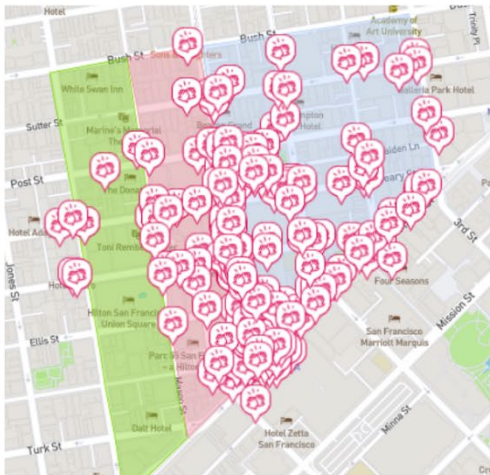
WELFARE CHECK: COMPLY -



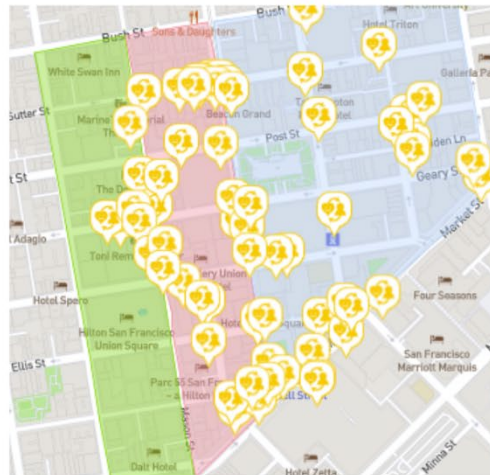
WELFARE CHECK: NON COMPLY -



DIRECTIONS GIVEN -

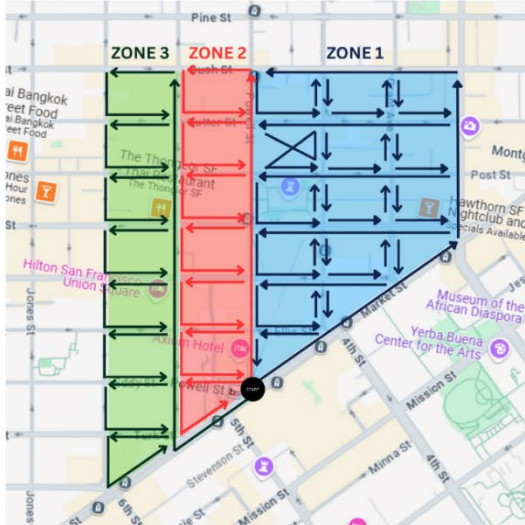


OUTREACH REFERRALS -



DEPLOYMENT MAP

Effective 5/1/25



WALK PATH

Effective 12/16/25

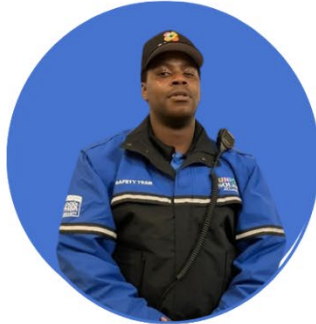


Each icon is an individual stat keyed by
our Safety Ambassadors

STAT DESCRIPTIONS

SA = Safety Ambassador		
Activity	Definition	Example
PD Command Van	Escalation - Safety issue beyond our scope of interaction.	SA notices a group of individuals engaged in a potentially violent confrontation. The SA determines the situation is beyond their control and contacts the PD Command Van for assistance.
SFPD Non-Emergency	Escalation - Safety issue beyond our scope of interaction	An SA observes a suspicious person loitering near a business after hours but there's no immediate threat. The SA escalates the issue to SFPD Non-Emergency since the PD Command Van is unavailable.
911 Emergency	Emergency PD	SA witnesses a physical altercation escalating with potential for serious injury. The SA calls 911 to request immediate police intervention.
Litter Removal (Small)	Trash Removal	SA picks up a beer can and disposes of it properly while on the path walk. (e.g., large paper, soda bottle, debris)
311 Service	Reporting issues to 311	SA reports a broken bus shelter on a dark corner via 311, ensuring the issue is logged into SMART for tracking.
Directions Given	SA offers directions to the public.	A tourist asks an SA for directions to the nearest public restroom. The SA provides clear and friendly guidance.
Hotspot Checks	SA checks a pre-designated hotspot.	SA inspects a known hotspot for loitering and confirms that no unauthorized activity is occurring.
Business Contacts	When SA connects with a business/property owner on-site.	SA introduces themselves to the manager of a local café, shares their role, and asks if there are any concerns.
Welfare Check - Comply	SA Performs Successful Welfare Check.	SA approaches an individual sleeping in a doorway and politely asks them to move along. The individual complies with SA's request.
Welfare Check - Non-Comply	Subject does not comply with SA Welfare Check.	SA approaches the same individual, who refuses to leave and becomes verbally aggressive. The SA documents the encounter, escalates, and sets a time window to follow up.
Legion Security Dispatch	Escalation - Safety issue beyond our scope of interaction	SA encounters unauthorized access to a private property and calls Legion Security for immediate assistance.
Outreach Referral	SA refers someone to social services.	SA encounters a homeless individual asking for assistance. The SA refers them to a nearby shelter or outreach program and logs this in SMART.
Hospitality Contact	Friendly public interaction.	SA greets a shopper in the district with a warm smile and asks if they need any assistance or directions.

MEET THE TEAM



Supervisor
Xavier Shepherd



Team Lead
Breanna Deaguerro



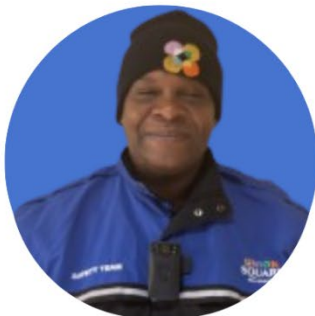
Myra Rutherford



Arman Turner



John Jones



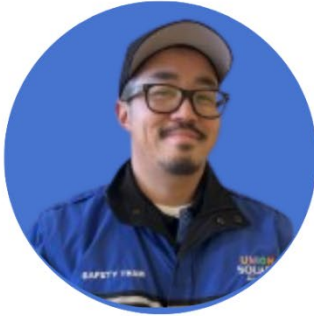
Jalan Davie



Jessica Galeano



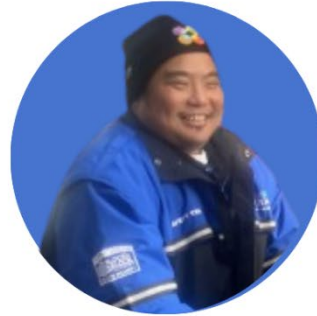
Sanjana Sala



Mike Yu



Alice Triplett



Hung Lam



Valovalo Noa



Damontae Scott

